



StyleGuide

CITY OF LONG BEACH

Approved Fonts • Proper Logo Usage • Design Examples • Color Options



TYPEFACE LOGO: USAGE 2

The **Typeface Logo** is the primary logo for the City of Long Beach.

It should be used on documents such as reports, brochure covers, City correspondence, and official notices.



**Primary Version
(Horizontal)**



**Secondary Version
(Stacked)**

The typeface logo should also be used on community-facing documents such as flyers, brochures, digital banners, websites, social media, collateral brochures, and outdoor banners.

	
CMYK 93 / 62 / 19 / 03 RGB 19 / 97 / 148 HEX #136194 PMS 647	CMYK 70 / 03 / 11 / 00 RGB 23 / 185 / 217 HEX #17B9D9 PMS 311



Black and White

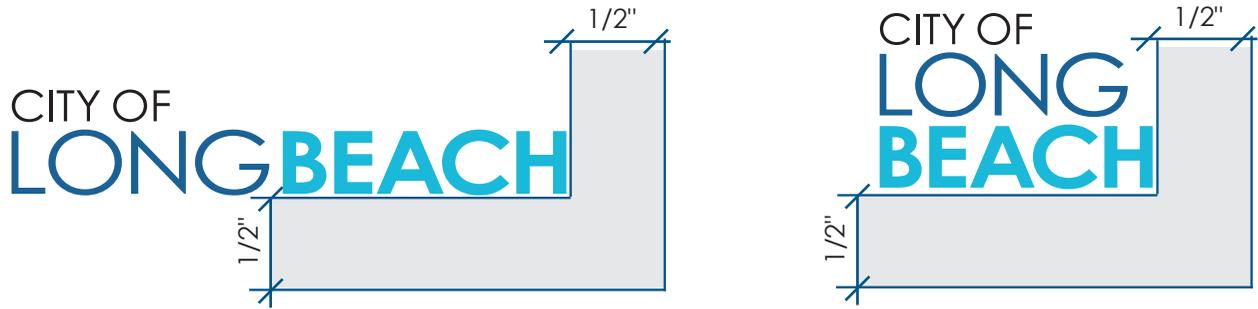


Black and White

TYPEFACE LOGO: USAGE **3**

Spacing

Allow 1/2" space around the entire logo to separate the logo from any graphic, text or edge.



Smallest size

Horizontal Logo

Print

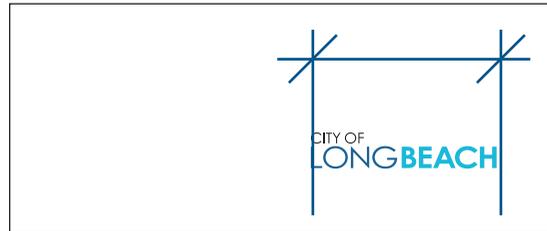


8.5" x 11" sheet

Digital



Maximum logo width no more than 2.5



Print



8.5" x 11" sheet

Digital



Maximum logo width no more than 1"



TYPEFACE LOGO: USAGE **4**

Reverse Usage

The all white version of the logo should be placed only on the approved color palette and black.



Logo Misuse

Only a white logo (reverse) should be placed over a photograph.



Logo Misuse

The logo should never be cut off, distorted, beveled or have a drop shadow.



SINGLE LOGO PLACEMENT

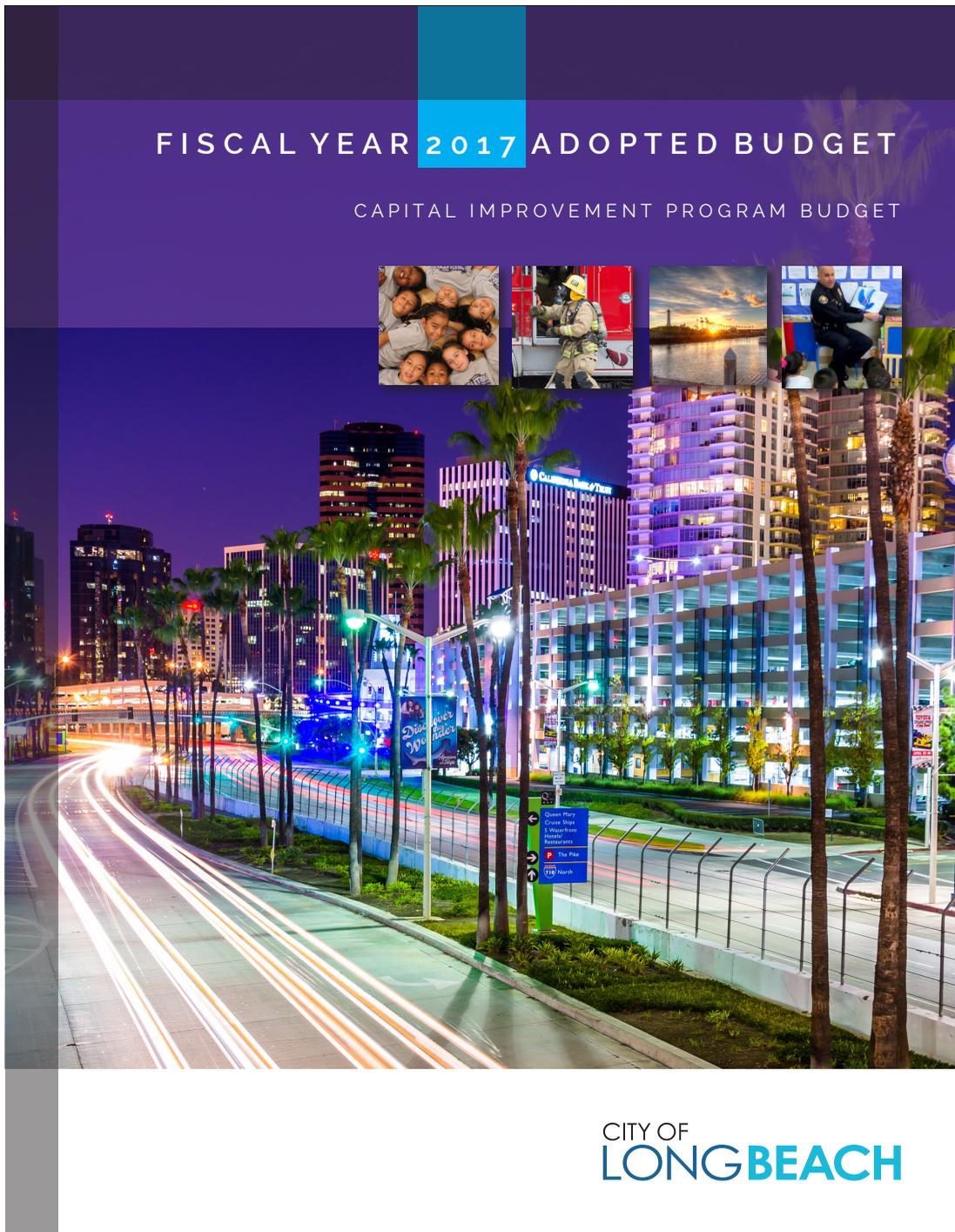
*Logo to be placed in lower right corner, 1/2" from right and bottom trim.
Bottom of image or color panel to be 1-1/2" from bottom trim.*



COLLATERAL: SINGLE LOGO PLACEMENT

SINGLE LOGO PLACEMENT

*Logo to be placed in lower right corner, 1/2" from right and bottom trim.
Bottom of image or color panel to be 1-1/2" from bottom trim.*



COLLATERAL: DOUBLE LOGO PLACEMENT **7**

DOUBLE LOGO PLACEMENT

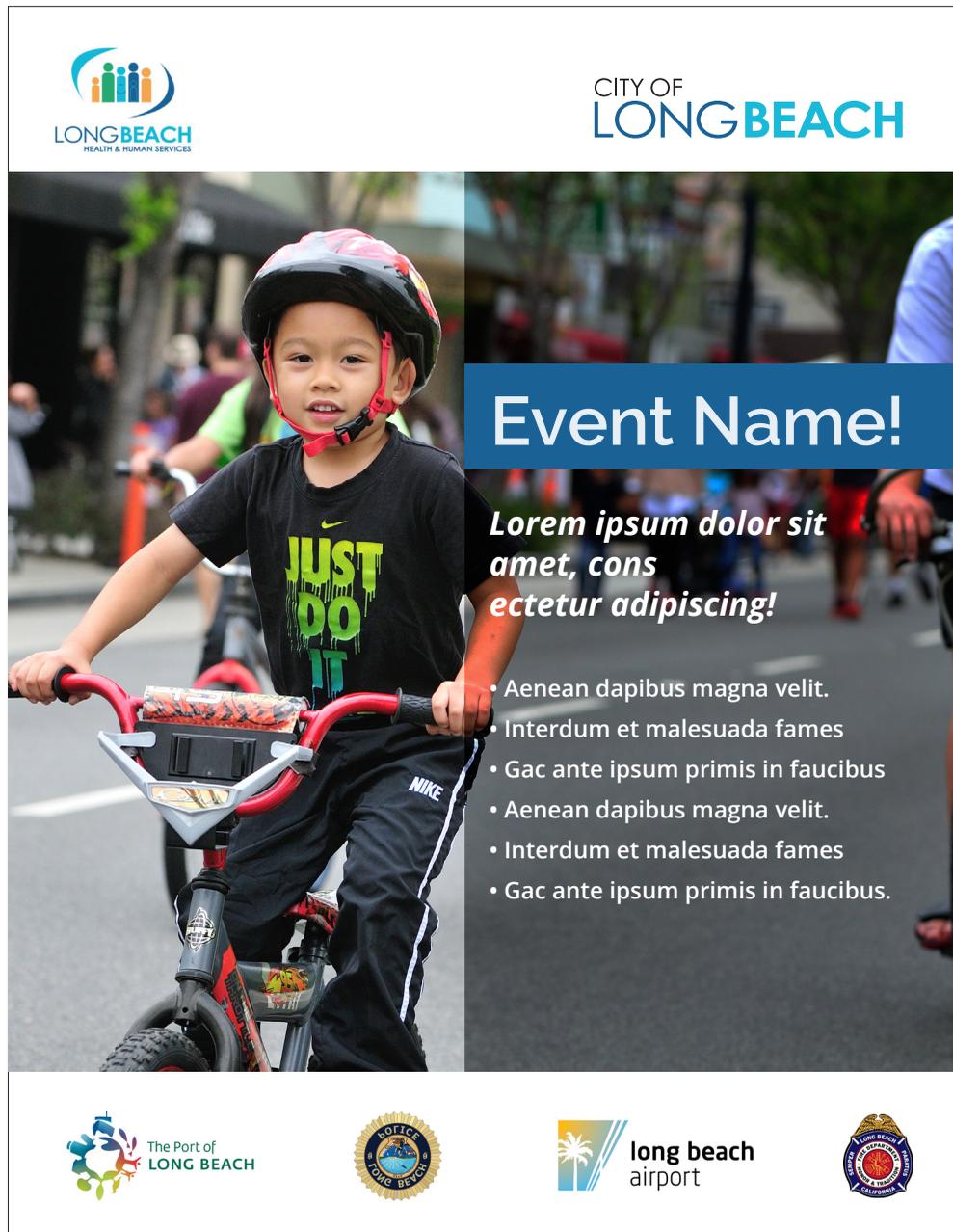
*Department mark positioned upper left, 1/2" from top and left trim. Typeface logo to be positioned upper right corner, 1/2" from top and right trim.
Top of image or color panel to be 1-1/2" from top trim.*



COLLATERAL: MULTIPLE LOGO PLACEMENT **8**

UPPER LOGO PLACEMENT

*Department or main sponsor mark positioned upper left, 1/2" from top and left trim.
Typeface logo to be positioned upper right corner, 1/2" from top and right trim. If logos are of dissimilar shapes, they should always be based on the same horizontal plane.
Top of image or color panel to be 1-1/2" from top trim.*



SPONSOR LOGOS

*Sponsor marks positioned across bottom 1/2" from bottom trim.
Bottom of image or color panel to be 1-1/2" from top trim.*

SINGLE LOGO PLACEMENT - TRIFOLD

*Logo to be placed in lower right corner, 1/2" from right and bottom trim.
Bottom of image or color panel to be 1-1/4" from bottom trim.*



COLLATERAL: OFFICIAL DOCUMENTS 10

Documents

Below are "best practice" examples of logo placement for official documents.

Official Document 10-12-16. Includes City of Long Beach logo and address: 12345 Anystreet, Long Beach, California, 98765 longbeach.gov

Official Document 10-12-16. Includes City of Long Beach logo and address: Long Beach, California, 98765 562-555-1212 longbeach.gov

Official Document 10-12-16. Includes City of Long Beach seal and address: 12345 Anystreet, Long Beach, California, 98765 562-555-1212 longbeach.gov

COLLATERAL: BACK COVERS **11**

Document Back Covers

*Appropriate logos are to be centered either singly or in pairs/groups.
Address line to be centered, 1/2" from bottom trim.*


City of Long Beach
 333 W. Ocean Blvd.
 Long Beach, CA 90802

 Visit us at www.longbeach.gov
 facebook.com/CityofLongBeachCA
 [@LongBeachCity](https://twitter.com/LongBeachCity)

 This information is available in alternative format by request at 562.570.6711.
 For an electronic version of this document, visit our website at www.longbeach.gov.


CITY OF LONG BEACH
City of Long Beach
 333 W. Ocean Blvd.
 Long Beach, CA 90802

 Visit us at www.longbeach.gov
 facebook.com/CityofLongBeachCA
 [@LongBeachCity](https://twitter.com/LongBeachCity)

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 [@LongBeachCity](https://twitter.com/LongBeachCity)

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CITY SEAL: USAGE **12**

City Seal Usage

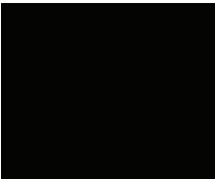
While the typeface logo is to be used in most all cases, the City seal will still be used on back covers, as well as more “official” type documents.



City Seal Misuse

The seal should never be placed directly on a photo/graphic or image, or distorted in any way.

Colors of the seal/secondary colors

 <p>CMYK 87 / 75 / 0 / 0 RGB 36 / 76 / 197 HEX 224cc5 PMS 7455 C</p>	 <p>CMYK 12 / 40 / 100 / 01 RGB 224 / 158 / 20 HEX #e09e14 PMS 7555 C</p>	 <p>CMYK 60 / 03 / 29 / 0 RGB 95 / 191 / 189 HEX #5FBFBD PMS 7472 C</p>	 <p>CMYK 77 / 41 / 100 / 37 RGB 46 / 88 / 4 HEX #2e5804 PMS 364 C</p>
 <p>CMYK 75 / 68 / 67 / 90 RGB 0 / 0 / 0 HEX #000000 PMS Black 6 C</p>	 <p>CMYK 30 / 94 / 100 / 40 RGB 122 / 30 / 5 HEX #7a1e05 PMS 7526 C</p>	 <p>CMYK 0 / 99 / 100 / 0 RGB 255 / 02 / 02 HEX #ff0202 PMS Bright Red C</p>	

Primary Font Usage

HEADERS: Raleway Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

BODY TEXT: Open Sans Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

HEADERS: Raleway Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

BODY TEXT: Open Sans Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Secondary Font Usage

Headers: Century Gothic Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

BODY TEXT: Arial Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Headers: Century Gothic Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

BODY TEXT: Arial Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

MISCELLANEOUS: FONTS & EMAIL SIGNATURES **14**

Email Signatures

All Long Beach city departments should follow this email signature format.

Open Sans

First Name Last Name in Bold **Raleway Bold**
Title below in italics

Department Name in Bold | Bureau of Division Name in Bold
Street Address and Floor | Long Beach, CA 90802
Office: ###-###-#### | Fax: ###-###-####
Firstname.lastname@longbeach.gov

Department Example



CITY OF
LONG BEACH

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